

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims in accordance with the following:

1-100. (CANCELLED)

101. (CURRENTLY AMENDED) A point management system having a computer on a store side configured to manage service points issued to customers based upon customer's transactions, and connected via a network to a customer terminal on a customer side for performing transactions by a customer, comprising:

a point issuing part on the store side configured to receive a customer transaction information from the customer terminal on the customer side for issuing the service points based upon a customer transaction;

a customer database on the store side configured to store current cumulative points in relation to each customer:

a point accumulation part on the store side, connected to the point issuing part and the customer database, configured to update points in the customer database based upon current cumulative points and the service points issued by the point issuing part;

a customer identification part on the store side configured to receive a customer identification information for a connection to the point management system from the customer terminal on the customer side, and configured to identify the customer so that a customer transaction can be performed by the customer; and

a point sending part on the store side, regardless of the customer's request for sending points, configured to send the customer's current cumulative points stored in the customer database to the customer terminal on the customer side via the network after identifying the customer and prior to performing the customer transaction by the customer.

102. (CURRENTLY AMENDED) A point management system having a computer on a store side configured to service points issued to customers based upon customer's transactions,

and connected via a network to a customer terminal on a customer side for performing transactions by a customer, comprising:

- a point issuing part on the store side configured to receive a customer transaction information from the customer terminal on the customer side and configured to issue the service points based upon a customer transaction;

- a customer database on the store side configured to store current cumulative points in relation to each customer;

- a point accumulation part on the store side, connected to the point issuing part and the customer database, configured to update points in the customer database based upon current cumulative points and the service points issued by the point issuing part;

- a customer identification part on the store side configured to receive a customer identification information for a connection to the point management system from the customer terminal on the customer side, and configured to identify the customer so that a customer transaction can be performed by the customer; and

- a point sending part on the store side, regardless of the customer's request of sending points, configured to send the customer's current cumulative points stored in the customer database to the customer terminal on the customer side via the network after identifying ~~[[of]]~~ the customer and prior to performing the customer transaction by the customer, for displaying the customer's current cumulative points to the customer through the customer terminal on the customer side.

103. (CURRENTLY AMENDED) A method performed by a point management system having a computer on a store side for managing service points issued to customers based upon customer's transactions, and the point management system connected via the network to a customer terminal on a customer side for performing transactions by a customer, comprising:

- receiving, on the store side, a customer transaction information from the customer terminal on the customer side for issuing the service points based upon a customer transaction;

- updating points, on the store side, based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in relation to each customer;

- receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal on the customer side, and identifying the customer so that a customer transaction can be performed by the customer; and

sending, on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal on the customer side via the network after identifying [[of]] the customer and prior to performing the customer transaction by the customer.

104. (CURRENTLY AMENDED) A method performed by a point management system having a computer on a store side for managing service points issued to customers based upon customer's transactions, and the point management system connected via a network to a customer terminal on a customer side for performing transactions by a customer, comprising:

receiving, on the store side, a customer transaction information from the customer terminal for issuing the service points based upon a customer transaction;

updating points, on the store side, based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in relation to each customer;

receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal on the customer side, and identifying the customer so that a customer transaction can be performed by the customer; and

sending on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal on the customer side via the network after identifying the customer and prior to performing the customer transaction by the customer for displaying the customer's current cumulative points to the customer through the customer terminal on the customer side.

105. (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system having a computer on a store side for managing service points issued to customers based upon customer's transactions, and connected via a network to a customer terminal on a customer side for performing transactions by a customer, comprising:

receiving, on the store side, a customer transaction information from the customer terminal on the customer side for issuing the service points based upon a customer transaction;

updating points, on the store side, based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in relation to each customer;

receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal on the customer side, and identifying the customer so that a customer transaction can be performed by the customer; and

sending, on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal on the customer side via the network after identifying the customer and prior to performing the customer transaction by the customer.

106. (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system having a computer on a store side for managing service points issued to customers based upon customer's transactions, and connected via a network to a customer terminal on a customer side for performing transactions by a customer, comprising:

receiving, on the store side, a customer transaction information from the customer terminal on the customer side for issuing the service points based upon a customer transaction;

updating points, on the store side, based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in relation to each customer;

receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal on the customer side, and identifying the customer so that a customer transaction can be performed by the customer; and

sending, on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal on the customer side via the network after identifying ~~[[of]]~~ the customer and prior to performing the customer transaction by the customer, for displaying the customer's current cumulative points to the customer through the customer terminal on the customer side.

107. (PREVIOUSLY PRESENTED) The point management system according to claim 101, wherein said sending is executed without requiring receipt of a request for the customer's cumulative points from the customer and in response to said identifying of the customer.

108. (PREVIOUSLY PRESENTED) The point management system according to claim 101, wherein said sending is executed independent and separate from performing of the

transaction and in response to receipt of said customer identification information.

109. (NEW) A computer-implemented method for performing a point management, comprising:

receiving transaction information from a terminal of a customer for issuing service points based on a customer transaction;

updating points of the customer based on current cumulative points and the issued service points including one of adding interest points according to the cumulative points;

identifying the customer to enable the customer transaction without requiring the customer to physically visit a store; and

sending, regardless of the customer's request for sending points, the current cumulative points after identifying the customer and prior to performing the customer transaction by the customer.